

**Tobacco Education and Use Prevention Advisory Council
Florida Department of Health
4052 Bald Cypress Way, Room 301, Tallahassee, Florida
Meeting Minutes
February 6, 2017**

Advisory Council Members Present:

Bill Cousins	Jennifer Johnson
Kevin O'Flaherty	Marshall Deason
Peggy Johns	Dr. Phillip Marty
Kimberly Berfield	Dr. Jim Howell
Penny Taylor	Kahreem Golden
Dr. Mary Martinasek	Dr. Les Beitsch
Dr. Patsy Barrington	Dr. David Drobos
Ralph DeVitto	

Advisory Council Members Absent:

Dr. Ali Moradi	Sherrie Raulerson
Dr. Michael Good	David Dobbins

Department of Health – Management Present:

Dr. Celeste Philip, State Surgeon General and Secretary of Health	Dr. Kellie O'Dare, Chief, Bureau of Tobacco Free Florida
Shannon Hughes, Director, Division of Community Health Promotion	

Department of Health Staff Present:

David Boyett	Elisia Norton	Tina Gardner
Jane Parker	LaDarius Gammage	Meredith Hennon
Lacoadia Burkes	Marion Banzhaf	Kelly Martin
Gwendolyn Harris	Dr. Lauren Porter	Laura Corbin
Ron Davis	Kalinda Knight	

Others Present:

Julie Rainey, Harlan Luxenberg; Professional Data Analysts, Inc.	Kristina Zachry; QuitDoc Foundation
Kim Collins, Alyssa Howard, Jennifer Thompson; Golin	Brenda Olsen; American Lung Association
Heather Youmans, Matt Jordan; ACS CAN	Dr. Chad Morris; University of Colorado
Liz McCarthy; Alma	Andree Aubrey, Mary Dailey, Murdina Campbell; FSU College of Medicine
Dr. Jay Wolfson; USF	Marilyn Leeds, Rebecca Carter; FSU AHEC
Annslie Young, Xanna Young, Alexis Robinson; SWAT youth	Juli Davis, Angela Pueschell; Polk County
David Powell; Putnam County	Kathy Nichols, Dr. Barbara Richardson; UF AHEC

Welcome, Introductions, and Meeting Minutes

Dr. Celeste Philip

Dr. Philip called the meeting to order and welcomed everyone. All Council members and meeting attendees introduced themselves. Dr. Philip Marty was given an award for his service on the Tobacco Advisory Council (TAC). Meeting minutes from the November 7, 2016, conference call were approved as written.

Evidence-Based Tobacco Cessation Strategies for Persons with Mental Illnesses and Addictions

Dr. Chad Morris
University of Colorado

Dr. Chad Morris, a professor in the Behavioral Health and Wellness Program at the University of Colorado in the Department of Psychiatry gave a presentation to the members on addressing the needs of smokers with behavioral health conditions. Council members would like to explore the Florida adult smoking rate of 15.8%; who makes up that percentage, where they live, habits, and how they can be reached.

Smokefree Multi-Unit Housing

Ron Davis

Ron Davis provided a summary of the smokefree multi-unit housing policy that the Bureau of Tobacco Free Florida (BTFF) is working on. The overview consisted of the history, health concerns, data, property targets, support materials, and future direction of the smokefree multi-unit housing policy. A motion was made to have a letter from the Council acknowledging the Florida Apartment Association for embracing the smokefree policy.

Media Update

Kim Collins, Golin
Liz McCarthy, Alma

Kim Collins provided the Council an update on the Tobacco Free Florida (TFF) media campaign. Ms. Collins went over information on the 10 year TFF anniversary and Quit Season outreach. Liz McCarthy gave an update on the cessation TV creative and TobaccoFreeFlorida.com updates. The team shared a two minute video of a hidden camera production in an outdoor sporting goods store showing the cost of smoking. This video will be shown in movie theater previews around the state starting February 10, 2017.

Subcommittee Reports

Surveillance – Dr. Mary Martinasek

- The subcommittee requests that evaluation vendor, RTI, International, be in attendance at all subcommittee meetings and that their deliverables are shared with the group.
- Subcommittee members will take part in future Behavioral Risk Factor Surveillance System and Florida Youth Tobacco Survey workgroup meetings to assist with survey development.
- The subcommittee requests a media evaluation discussion at the next meeting to discuss the “Cost of Smoking” ad shared earlier in the meeting.
- The subcommittee encourages the evaluation team to collaborate with other programs within the Department of Health.

Policy – Dr. Les Beitsch

- The subcommittee discussed the Constitutional Review Committee and made a motion to have a resolution from the Council supporting the tobacco related amendments. The motion passed.
- Laura Corbin updated the subcommittee on BTFF's overall progress on electronic nicotine delivery systems (ENDS) and how this work aligns with the agency strategic plan. The subcommittee requests further updates on hookah and ENDS outreach to the full Council at a future meeting.

- The subcommittee discussed the issue of Tobacco 21 and some clarification that Kellie O'Dare is waiting on regarding county grantees pursuing activities related to Tobacco 21.
- The subcommittee discussed tobacco-related bills that have been filed for the upcoming Legislative Session: Tobacco 21 in the House and cigarette surcharge in the Senate.
- Regarding Electronic Health Records, the subcommittee discussed the inclusion of tobacco use as reportable in active surveillance.

Health Communications – Dr. Patsy Barrington

- Liz McCarthy provided some ad updates, with new spots labeled “funny guy.”
- The subcommittee discussed the “Cost of Smoking” video. Subcommittee members want to make sure it gets tested with youth and rural areas with limited access to movie theaters.
- LaDarius Gammage reported that a recent Youth Advisory Board (YAB) meeting resulted in 16 new members and creation of a video on messaging, audience, and delivery (“MAD skills”).
- The statewide Students Working Against Tobacco (SWAT) meeting is being planned for June 9-11. The subcommittee recommends that a prominent figure or past SWAT member stop by to show support while the youth are there.

Hookah and E-Cigarette Presentation

Dr. Mary Martinasek

At the request of the Council, Dr. Mary Martinasek presented on Hookah and E-Cigarettes. The presentation included Hookah products and research, prevalence data, concerns, and the Food and Drug Administration's (FDA) stance. An overview on ENDS was provided explaining Florida data, issues to address, and FDA deeming.

The Joint Commission Measures

Marilyn Leeds

Marilyn Leeds provided the Council an overview on the Joint Commission Tobacco Treatment Core Measures. Ms. Leeds went over the four Tobacco Core Measures; the rationale, tobacco use screening, and status for all.

Biomedical Research Advisory Council

Bonnie Gaughan-Bailey

Bonnie Gaughan-Bailey provided the Council an overview on the Biomedical Research Advisory Council, purpose of the Department's James and Esther King and Bankhead-Coley research programs, funding opportunity announcements, and newly awarded research grants.

General Discussion

The Department verified that the FDA's deeming rules on ENDS is sufficient to resolve previous questions on the authority to include messaging on ENDS as part of our comprehensive approach to tobacco control and prevention.

Kevin O'Flaherty shared that St. Petersburg passed a policy banning tobacco use at organized sporting events which includes Tropicana Field where the Tampa Bay Rays play. They were the first southern city to do this.

The three SWAT youth and a former YAB member from Polk County were recognized for being in the audience. Kahreem Golden requested that more youth be invited to a future meeting, possibly a chair or vice-chair.

The next TAC meeting will be a conference call/webinar on Thursday, May 18 at 10:00 AM.